

**REMARKS**

Reconsideration of the subject application as amended herein is respectfully requested. The Applicant would like to thank the Examiner for the courtesy extended during the interview of October 26, 2007. As discussed at the interview, an important feature of the present invention is that the window in the poster has a variable position, size or shape. That is why the electronic display is adjusted in shape, position or size: to match the position, shape or size of the window. As also discussed at the interview, the prior art reference has a poster with a window that has a fixed position, shape and size and therefore there is absolutely no need to change the electronic display. The independent claims have been amended as indicated in the interview summary sheet. In addition, in order to expedite the prosecution, the term "support post" has been eliminated.

Therefore, it is submitted that claims 1-20, all the claims pending in the application, are now directed to allowable subject matter. Early and favorable action is respectfully requested.

The Commissioner is authorized to charge any additional fees that may be required, or to credit any overpayment to Deposit Account No. 07-1730.

Respectfully submitted,

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